

WHAT IS CLAIMED IS:

1. An apparatus for providing a group purchasing service, comprising:  
an identification information issuing unit that issues, upon receiving a group purchasing application request for a product from a user terminal, user  
5 identification information corresponding to the group purchasing application request; and  
a product purchasing execution unit that executes, upon receiving a purchasing procedure request for a product from the user terminal with the user identification information issued, a product purchasing procedure for a  
10 user who made the purchasing procedure request, and sets the user as an object user for the group purchasing processing corresponding to the user identification information.
2. The apparatus according to claim 1, wherein the product purchasing  
15 execution unit executes, upon receiving a group purchasing procedure request for a different kind of product based on the group purchasing with the user identification information from the user terminal, the product purchasing procedure for a user who made the group purchasing procedure request.
- 20 3. The apparatus according to claim 1, further comprising:  
an identification information transmitting unit that transmits the user identification information issued from the identification information issuing unit to the user terminal, wherein  
the product purchasing procedure execution processor receives the  
25 product purchasing procedure request with the user identification information

transmitted.

4. The apparatus according to claim 1, wherein the identification  
information issuing unit receives a group purchasing application request  
5 indicating a group purchasing of a product for a predetermined number of  
persons from the user terminal.

5. The apparatus according to claim 1, further comprising:  
a shipping processing request unit that makes a processing request for  
10 shipping a product to a user who uses the user terminal when the product  
purchasing execution unit executed the product purchasing procedure.

6. The apparatus according to claim 1, further comprising:  
a discount amount calculating unit that calculates, after the product  
15 purchasing execution unit completes execution of the product purchasing  
procedure for each user, a discount amount for a product to be paid back to the  
user corresponding to number of the object users for the group purchasing  
processing; and

a discount amount output unit that outputs the discount amount  
20 calculated.

7. The apparatus according to claim 6, wherein  
the discount amount calculating unit calculates a credit point as the  
discount amount, and  
25 the discount amount output unit outputs the credit point calculated.

8. The apparatus according to claim 6, wherein the discount amount calculating unit calculates the discount amount based on a destination area for shipping each product.

5

9. The apparatus according to claim 1, wherein the identification information issuing unit issues a uniform resource locator of last page of either of the processing of the group purchasing application request and the purchasing procedure request.

10

10. The apparatus according to claim 1, further comprising:  
an exclusive page creating unit that creates a website exclusive for a group carrying out the product purchasing procedure, wherein  
the identification information issuing unit issues a uniform resource  
15 locator of the website created as the user identification information.

11. The apparatus according to claim 1, further comprising:  
an identification information storing unit that stores, upon the identification information issuing unit receiving a group purchasing application  
20 request for a product including at least a plural pieces of user identification information to identify a plurality of users, respectively, the user identification information of the users; and  
a message transmitting unit that transmits, upon the apparatus  
receiving an access from a user terminal of the users whose user identification  
25 information is stored in the identification information storing unit, a message to

urge the users to carry out the group purchasing to the user terminal, wherein  
the product purchasing execution unit sets, upon receiving a product  
purchasing procedure request in response to the message transmitted, users  
who made product purchasing procedure request as object users for the group  
5 purchasing processing corresponding to the user identification information.

12. The apparatus according to claim 1, further comprising  
an expiration date creating unit that creates an expiration date of the  
user identification information issued by the identification information issuing  
10 unit, wherein  
the product purchasing execution unit sets, upon receiving the product  
purchasing procedure request with the user identification information, a user  
who made the purchasing procedure request as the object user for the group  
purchasing processing corresponding to the user identification information, if  
15 the expiration date of the user identification information is valid.

13. The apparatus according to claim 1, further comprising  
a user information management unit that manages information on each  
user included in the product purchasing procedure request by associating the  
20 information with the group who made the group purchasing application.

14. A method for providing a group purchasing service, comprising:  
receiving a group purchasing application request for a product from a  
user terminal;  
25 issuing user identification information corresponding to the group

purchasing application request;

receiving a purchasing procedure request for a product from the user terminal with the user identification information issued;

executing a product purchasing procedure for a user who made the  
5 purchasing procedure request; and

setting the user as an object user for the group purchasing processing corresponding to the user identification information.

15. The method according to claim 14, further comprising:

10 transmitting the user identification information issued from the identification information issuing unit to the user terminal.

16. The method according to claim 14, further comprising:

requesting a processing for shipping a product to a user who uses the  
15 user terminal when the executing executed the product purchasing procedure.

17. The method according to claim 14, further comprising:

calculating, after execution of the product purchasing procedure for each user is completed, a discount amount for a product to be paid back to the  
20 user corresponding to number of the object users for the group purchasing processing; and

outputting the discount amount calculated.

18. The method according to claim 14, wherein the issuing includes issuing a uniform resource locator of last page of either of the processing of the group purchasing application request and the purchasing procedure request.

5 19. The method according to claim 14, further comprising:  
creating a website exclusive for a group carrying out the product purchasing procedure, wherein  
the issuing includes issuing a uniform resource locator of the website created as the user identification information.

10

20. A computer-readable recording medium that stores a computer program for realizing a group purchasing service on a computer, the computer program making a computer execute:

15 receiving a group purchasing application request for a product from a user terminal;

issuing user identification information corresponding to the group purchasing application request;

receiving a purchasing procedure request for a product from the user terminal with the user identification information issued;

20 executing a product purchasing procedure for a user who made the purchasing procedure request; and

setting the user as an object user for the group purchasing processing corresponding to the user identification information.